

# BEAR FACTS

## Planning Trends and Information for California State Parks

June 2002

### The Green Minority Vote

Some park professionals and a number of environmental leaders have debated the effect of California's growing ethnic minority populations (especially Latino) and their increasing political strength. This concern has often been based on the belief that these people would be lukewarm or even unsupportive of the traditional "green issues"—state parks, wildlife habitat, endangered species, wilderness—issues with which Anglo Californians have historically been very concerned.

In his March 17 analysis of the results of the votes on Proposition 40, Paul Rogers of the *Contra Costa Times* finds that Latinos showed themselves to be far greener—at least in a broad sense—than most people had thought. Rogers found that, based on exit polls, 74% of Latino voters approved this proposition, with its \$2.6 billion for a very wide variety of environmental programs. Another source indicated that 77% of African-American voters and 60% of Asian voters cast their ballots for Proposition 40. Least supportive of all groups was the 56% of white Anglo voters who supported this measure.

What characterized Proposition 40 most as a ballot measure was the diversity of its environmental objectives, purposes which went well beyond the traditional objectives of previous statewide park and recreation bond acts. What helped get the strong ethnic minority support was a number of less traditional programs that appealed strongly to them, programs like air quality, clean drinking water, youth programs, agricultural land protec-

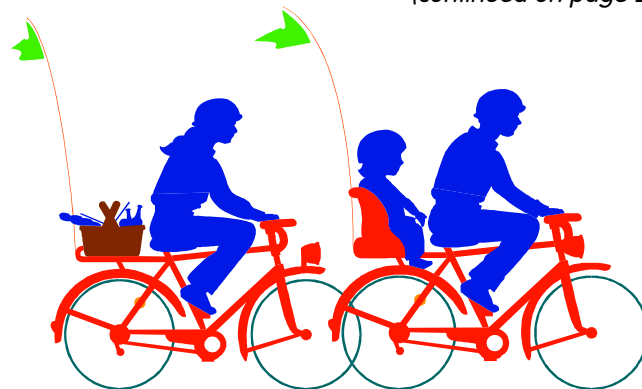
### Mayors Give High Marks for Parks and Recreation

The Planning Division of California State Parks, the League of California Cities and the California Park and Recreation Society jointly conducted a survey of California Mayors in January 2002. The 215 out of 476 mayors who responded represent cities in 41 of the state's 58 counties.

The survey found that 49% of the mayors felt their parks and recreation facilities had become more important to residents following last September's terrorist attacks in New York and Washington, D.C. There were 32% unsure, while 18% said they did not believe there had been a change in attitudes.

The poll also found that while California mayors strongly believe that parks and recreational facilities are important to their communities in a variety of ways, the majority of mayors—50%—believe that recreational areas and facilities are often too crowded when people wanted to use them.

(continued on page 2)



(**Green**, continued)

tion, and a very strong emphasis on local and community parks. These programs—more urban and less rural in their location and their impact—hit close to home. Literally, close to the places where so many people actually live.

In past years, the conventional political wisdom had held that so-called “Christmas tree” bond measures, those that had a wide variety of objectives (like ornaments or the gifts underneath), would be doomed to failure because they provided a target for a “no” vote to be cast by the many individuals who disliked as few as just one of its many provisions. Maybe that perception was wrong. Maybe times have changed. Proposition 40 was certainly a Christmas tree measure and it passed handily.


If they are prepared to broaden their traditional focus, park professionals and environmentalists should continue to find a great deal of support in the ethnic minority vote. There had been clues to this, if only we had looked carefully. Reviewing a 1999 poll done by the Latino Issues Forum, Rogers found that an astonishing 96% of the respondents said that “preserving the environment” was important. If this level of support is generally the case among people in minorities, future environmental measures can be expected to do well in California if they are framed to be attractive to the diverse interests of the wide range of ethnic groups that are the California of today and of the future.



(**Mayors**, continued)

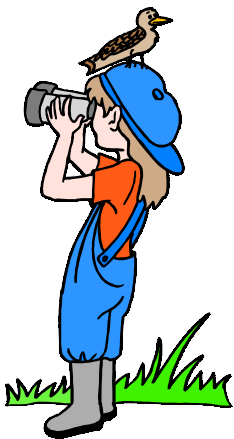
The poll also found:

- ◆ 89% of mayors who responded believe recreation areas and programs help reduce crime and juvenile delinquency.
- ◆ 51% disagreed that there are enough recreation areas and facilities available in their cities.
- ◆ 96% of the mayors believe recreation areas and facilities improve the quality of life in their cities.
- ◆ 50% believe parks and recreation areas improve local economies by creating jobs.
- ◆ 82% believe parks and recreation areas increase the value of nearby residential and commercial property.
- ◆ 54% believe the availability of parks and recreation programs play an important part in the decision of businesses to locate in a city.
- ◆ 99% believe parks and recreation strengthens the community image and creates a sense of place.

When asked to rate the importance of several locally-driven issues, California mayors rated improving the local economy, traffic, noise, clean air/water or similar environmental concerns and the need to replace or upgrade their local infrastructure as issues of highest concern. 

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## Slack Planning For Local Parks



Good local park and recreation systems depend, in part, on good local planning. The state requires that its 58 counties and 473 cities prepare and periodically update their general plans, plans that provide policy and programmatic guidance regarding the jurisdiction's land use, housing and circulation issues. These plans contain a variety of mandated elements and may contain additional optional elements.

The value of these plans depends on how forward-looking they are, how current they are, and how well their policies are followed by the decision-makers. The first and last items are a matter of judgement, but specific data is available to measure the second factor. Information from the Office of Planning Research's year 2000 edition of its *Book of Lists* shows how slack many jurisdictions are in the planning needed to provide their citizens with sufficient parks, recreation and open space. Here is the record:

Open space element - only 27% of the cities and 35% of the counties have prepared this mandatory element in the last 5 years, while 37% of the cities and 24% of the counties rely on an element which is between 5 and 10 years old. Thus, a third of all cities and 40% of the counties are relying of open space elements that are more than a decade old.


Conservation element – only 26% of the cities and 30% of the counties have prepared this mandatory element in the last 5 years, while 35% of the cities and 28% of the counties use an element which is between 5 and 10 years old. Thus, approximately 40% of these jurisdictions rely on plans that are more than a decade old.

Not unexpectedly, the situation is worse with regard to the availability and currency of general plan elements that are optional:

Parks & Recreation Element: only 145, or 27%, of the 531 cities and counties even have this element. Of these, only 40 have been done in the last 5 years and 55 were done between 1990 and 1995. *Nearly three-quarters of all local jurisdictions have not focused on planning for parks and recreation.*

Of the 531 cities and counties, only 288 (somewhat more than half) have a parks and/or open space commission or committee.

The reasons for such an unimpressive record in city and county plans can be largely attributed to lack of sufficient funding and priority given by city councils and boards of supervisors to this critical local government function. Yet parks and recreation have strong public support, as shown by the success of Propositions 12 (2000) and 40 (2002).

Perhaps DPR can encourage better local planning for parks and recreation by requiring that applications for competitive grants be based on a current (no older than 5 years) general plan and by giving bonus points to the applications from jurisdictions that have a current park and recreation element in their general plan. 



## Which Park And Why?

If you spend enough time at the movies, the cinema, or (as they used to say) at the flicks, you will see glimpses of various units of the California State Park System. From the following brief descriptions, what movies are you watching and which park or parks do you see? For example:

- A classic western with Gary Cooper as a sheriff being hunted by the just-released killer he had previously sent to prison. Answers - High Noon (1952); Columbia SHP and Railtown 1897 SHP.

Which films feature which parks?

1. The movie, based on a John Steinbeck novel, that brought stardom to James Dean.
2. A *noir* thriller from the Daphne Du Maurier novel, in which a new, young wife finds out the story behind the mysterious death of her husband's first wife.
3. The Alfred Hitchcock thriller featuring an overwhelming avafaunal attack on its main characters.
4. The final film reprise featuring Sylvester Stallone as a super-super-super-American hero.
5. Perhaps the classic western, the signature film of the archetypical tough guy/good guy John Wayne, playing the Ringo Kid.
6. The story of a Roman slave, played by Kirk Douglas, who organizes an ultimately unsuccessful revolt against their owners.
7. The serious film spoof of the horrors of (the Korean) war, made both as a film and as a TV series.

(Answers on page 7)

## Conservation and Sustainability: Managing To Make a Difference

The State Park System may soon be taking new steps in resource conservation and preserving sustainable habitat. Key elements of the state park mission—providing for the health of people and preserving and protecting resources—can be viewed from a global perspective. If we are ready to look at the far-reaching effects of our actions, we can begin to see the importance of our conservation practices for a more sustainable global environment.

Many organizations are taking measures to increase energy and water resource conservation, while using technologies that will lead to a more sustainable ecosystem. In 2000, Delaware North Park Services—concessionaires at Asilomar Conference Grounds, Sequoia National Park and Grand Canyon National Park—adopted the “Green-Path Program.” This program was developed by Green Globe, which specializes in developing environmental management and awareness in the travel and tourism industry. Green Globe’s prime objective is to provide a high value, practical means through which all travel and tourism companies and organizations can undertake improvements in environmental performance.

Green Globe standards include minimum performance requirements in the areas of:

- Waste minimization, re-use and recycling
- Energy efficiency, conservation and management
- Management of fresh water resources
- Waste water management
- Environmentally and socially sensitive purchasing policy
- Social and cultural development

The current draft State Park System plan makes recommendations that coincide with many of the concepts put forth by Green Globe:

- Make greater use of fuel-efficient vehicles and vehicles that use alternative energy systems.
- Emphasize energy efficient systems in the design and management of park facilities.
- In acquisition and development projects, give greater emphasis to appropriate land use siting and design to promote sustainability and to better control the negative effects of noise and air pollution.
  - Increase educational and interpretive efforts to promote recycling and re-use of resources and waste minimization.
  - Minimize waste of fresh water through regular maintenance practices and installation of water saving devices.
  - Reduce fresh water demand by identifying and where possible, using technology for recycling wastewater and rainwater.
  - Continue to develop and implement policies for environmentally sensitive purchasing.
  - All relevant development and major rehabilitation should emphasize design and materials that are efficient in conserving energy and water and other resources. The use of passive solar, solar voltaic, recycled materials and other innovative conservation technologies shall be encouraged.

Concepts in the draft State Park System plan are just the beginning. It is safe to say that more formalized policies are on the horizon. For now, implementation of these recommendations requires creativity, diligence and a commitment to our mission. For more information: [www.100topenergysites.com](http://www.100topenergysites.com)

As gasoline prices are rising at the pump, and battles are raging in the Arab world, we can look at oil as an example of a limited resource to conserve. According to Randy Udall, “Experts say world oil production will reach an all-time high, then after a short plateau, it will decline forever. What historians will someday call the “Oil Era” will last just two centuries.”

There is little difference in predictions for when global oil production will peak. Optimists say it will be 2020 and pessimists say it will be 2005. A 15-year difference!

As recently as 1950, the U.S. was producing half the world’s oil. Forty-eight years later, we didn’t produce half of *our own* oil. About 65% of U.S. oil has been burned and our production has declined since 1970.

Reference: [www.oilcrisis.com](http://www.oilcrisis.com)

## Forty Years of Outdoor Recreation Public Policy

If you're old enough, but don't remember the '60s—then perhaps you were just out of it—a not too uncommon state for the times. If you were very young or not yet born, the 1960s are important to you in that they represent a period of time when insightful beliefs were brought to the forefront, including the belief that outdoor recreation is essential to the well-being of the nation.

For those with outdoor recreation and conservation interests, the '60s represent a period of landmark decisions affecting parks and recreation across the country. It was 1962 when the Outdoor Recreation Resources Review Commission (ORRRC) submitted its report, ***Outdoor Recreation For America***, to the President and to the Congress. What followed was historic. ORRRC's recommendations gave rise to such notable legislation as the National Wilderness Act (1964), Land and Water Conservation Fund Act (1964), National Historic Preservation Act (1966), Wild and Scenic Rivers Act (1968), National Trails System Act (1968) and the National Environmental Policy Act (1969.)

The landmark 1962 ORRRC report turned 40 this year. So what were some of the insightful conclusions from four decades ago? And how do they contrast with the issues facing outdoor recreation opportunities today?

1962 ORRRC report conclusions:

- ◆ The simple activities are the most popular.
- ◆ Outdoor [recreation] opportunities are most urgently needed near metropolitan areas.
- ◆ Across the country, considerable land is now available for outdoor recreation, but it does not effectively meet the need.
- ◆ Money is needed.
- ◆ Outdoor recreation is often compatible with other resource uses.
- ◆ Water is a focal point of outdoor recreation.
- ◆ Outdoor recreation brings about economic benefits.



- ◆ Outdoor recreation is a major leisure time activity, and it is growing in importance.
- ◆ More needs to be known about the values of outdoor recreation.

And how do these conclusions contrast with the issues facing outdoor recreation opportunities today? You be the judge.

Tremendous progress has been made over the past 40 years. But when you consider the complexities affecting outdoor recreation opportunities today and contrast them against the contents of the 1962 ORRRC report you must pause and ask, "Who were those people who made such insightful conclusions on the state of outdoor recreation in our nation?" Now it is our job to be the insightful leaders and there is still much work for us to do.

Consider: In authorizing and creating the ORRRC, the language used by the Congress was *"to preserve, develop, and assure accessibility to all American people of present and future generations such quality and quantity of outdoor recreation resources as will be necessary and desirable for individual enjoyment, and to assure the spiritual, cultural, and physical benefits that such outdoor recreation provides..."*<sup>1</sup> Park professionals can take heart in our enduring legacy of service to the public.

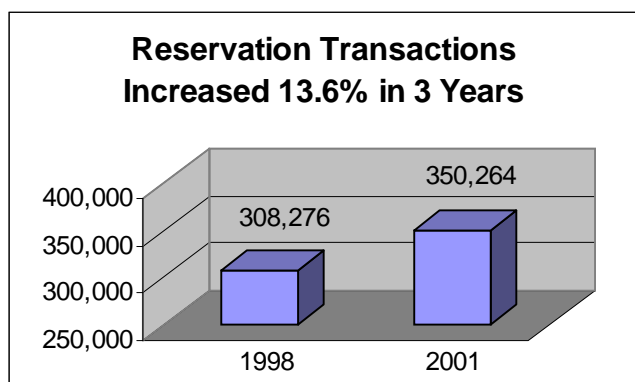
<sup>1</sup> Public Law 85-470, 72 Stat. 238





## State Park Camping Demand

In 2001, over 350,000 transactions took place through Reserve America, the State Park reservation system contractor. These transactions were among the millions of phone calls and web site "hits" that did not result in a reservation. Reserve America may be used through mail, the Internet or by telephone, which is by far the most popular method. Currently the inventory of campsites is approximately 10,000 on the reservation system, with another 3,500 handled by the individual park units for a total of 13,500.



In Fiscal Year 00/01 there were over 6.5 million camping person nights. This figure represents the total number of campers and the nights they spent in the State Park System.

### The Mission of the Planning Division is:

- to recommend policies and actions to advance the State Park System;
- to assist a wide range of park and recreation service providers through the analysis of current conditions and future trends; and
- to serve as a catalyst for increasing collaborative efforts and active engagement in the broader park and recreation movement.



## Census Analysis from TrendSCAN<sub>TM</sub>

### Who Are We?

As further information from the 2000 Census is released and analyzed, we continue to get a clearer picture of who we are and how we are similar and/or different from one another as well as some of the ways in which we've changed.

- 1 out of every 5 Americans lives in one of the top 10 metro areas.
- People living in these metro areas differ greatly from Americans living in the rest of the country.
- To create even further demographic diversity, each of these metro areas has a profile and personality of its own.
- Approximately 1 in 5 Americans has a disability of some kind and nearly 1 of 8 involves a severe disability.
- Seven million people identified themselves as "multiracial," the first time this option has been provided within the Census.
- While only 26% of the population is under 18, 42% of multiracials are under 18.
- 70% of the general U.S. population is non-Hispanic white.
- The number of Hispanics grew—35.3 million people identified themselves as Hispanic.
- The early Baby Boomers are turning 55 and leading the soon to be sharp increase in the "mature" market.
- The "haves and have nots" gap continues as 20% of households have incomes of \$75,000 or more and that accounts for over half of the household income in the U.S.
- Half of Americans agree that today's children are being spoiled and over-indulged.

Trendscan<sub>TM</sub> is created by Ellen O'Sullivan of Leisure Lifestyle Consulting and is available to members on the California Park and Recreation Society (CPRS) web site at [www.cprs.org](http://www.cprs.org). Comments, questions or suggestions should be directed to Ellen at [leisurlife@aol.com](mailto:leisurlife@aol.com).

BEAR FACTS — June 2002

## Statewide Trails Now Accepting Letters of Intent

The Statewide Trails Section will be accepting Letters of Intent from State Park Districts only through June 15, 2002 for fiscal year 2003/04 Recreational Trails Program (RTP) grants and Environmental Enhancement and Mitigation (EEM) grants. Approximately \$2.2 million of RTP funds will be made available for non-motorized trail projects and \$10 million of EEM funds will be made available to mitigate environmental impacts caused by new or modified state transportation facilities. Letters of Intent, which must be signed by District Superintendents, help identify competitive projects.

About the RTP and EEM Grant Programs  
RTP project categories include development and rehabilitation of trailside and trailhead facilities and trail linkages for recreational trails, construction of new recreational trails, and acquisition of easements and fee simple title to property for recreational trails or recreational corridors. The share attributable to the RTP may not exceed 80%. However, funds from federal sources other than the Department of Transportation may be attributable to the project, bringing the total federal share allowable to 95%. The local match must be from a non-federal source. Project funds are limited to tenure requirements as follows:

- 10 years for grants less than \$100,000
- 15 years for grants between \$150,000 and \$200,000
- 20 years for grants over \$200,000

EEM Grants must be directly or indirectly related to the environmental impact caused from modifications to an existing transportation facility. EEM Project categories include Highway Landscape and Urban Forestry, Resource Lands, or Roadside Recreation. Individual projects are generally limited to \$250,000; however, unique acquisition projects can be more. There are no match requirements for EEM grants; however, 20% match is recommended for maximum scoring.

### Answers to “Which Parks and Why” on page 3

1. *East of Eden* (1955); Mendocino Headlands SP
2. *Rebecca* (1940); Point Lobos SR
3. *The Birds* (1963); Sonoma Coast SB
4. *Rambo III* (1988); Picacho SRA
5. *Stagecoach* (1939); Red Rock Canyon SP
6. *Spartacus* (1960); Hearst San Simeon SHM
7. *MASH* (1970); Malibu Creek SP

Letters of Intent for both grant programs should contain the following:

- ◆ The name and location of the proposed project.
- ◆ The amount of federal funds requested.
- ◆ The amount and source of matching funds.
- ◆ A one paragraph description of the project and brief justification.  
RTP—include the amount of trail to be worked on.  
EEM—include which of the three categories of eligibility it will compete in.
- ◆ The District (unit) name and a contact person for the application in the District (including telephone number).
- ◆ If more than one project is included, please provide separate information on each.

Projects summarized in the Letters of Intent will be evaluated and those with approved projects will be requested to submit grant applications. If you have any questions concerning the grant programs, contact Doug Wilber by phone at (916) 651-6916 or by email at [dwilb@parks.ca.gov](mailto:dwilb@parks.ca.gov).

## Bear Facts

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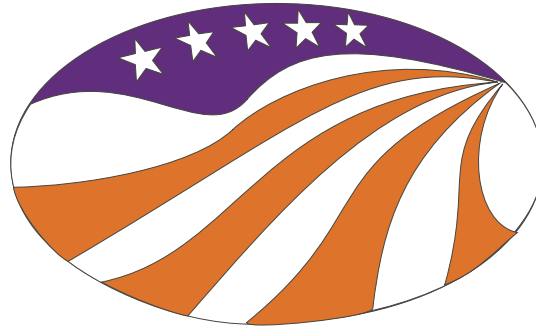
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## 19th Annual California Trails and Greenways Conference

September 6-8, 2002

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Tahoe City, California

*Hosted by the California Recreation Trails Conference and  
California State Parks.*

For more information, contact California State Parks' Statewide  
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[www.rec-trails-conf.org](http://www.rec-trails-conf.org) or [www.parks.ca.gov](http://www.parks.ca.gov)

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